

PATENT**Attorney Docket No.: W1200-00042****II. Amendments to the Claims**

Claims 1-17, 19-35 and 37-40 are currently pending. Claims 1, 5, 24 and 28 have been amended as set forth below. Please cancel Claims 4 and 27. This listing and version of claims replaces all prior versions and listings of the claims.

1. (currently amended) A computer-implemented method for processing lottery sales data, comprising the steps of:

obtaining location information for a plurality of lottery retailers with a processor;
assigning unique identifiers to the plurality of lottery retailers through a processor,
said unique identifiers indicating types of lottery games sold by respective lottery retailers from
said plurality of lottery retailers; and

identifying on a map display displayed by a user terminal using said unique
identifiers assigned through said processor respective locations of lottery retailers from said
plurality of lottery retailers; and

identifying on said map display an indication of a location of at least one existing
non-lottery retailer.

2. (original) The method of claim 1, further comprising the step of identifying on
said map display lottery sales data for at least one identified retailer.

3. (original) The method of claim 2, wherein said lottery sales data represent total
sales for a selected time period of the types of lottery games sold by the at least one identified
retailer.

4. (canceled).

5. (currently amended) The method of claim 1 [[4]], further comprising the step of,
after the step of identifying on said map display an indication of a location of at least one non-

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lottery retailer, utilizing information discerned from said map display in making a retailer decision, said retailer decision comprising considering establishing said at least one existing non-lottery retailer as a retailer of lottery games.

6. (original) The method of claim 1, further comprising the step of identifying on said map display demographic data for a geographic region shown on said map display.

7. (original) The method of claim 6, further comprising the step of, after identifying on said map display demographic data for a geographic region shown on said map display, utilizing information discerned from said map display in making a lottery game marketing decision.

8. (original) The method of claim 6, wherein said demographic data include population data.

9. (original) The method of claim 6, wherein said demographic data include population income data.

10. (original) The method of claim 1, further comprising the step of identifying on said map display a street address for at least one identified retailer.

11. (original) The method of claim 1, further comprising the step of automatically generating travel data representing a trip to at least one identified retailer.

12. (original) The method of claim 11, wherein said travel data represent a travel route to said at least one identified retailer, travel distance, travel time, gas usage, overtime expenses or a combination thereof.

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13. (original) The method of claim 11, wherein said travel data represents a travel route to said at least one identified retailer, said method further comprising the steps of utilizing said travel route in determining a travel route for delivering instant tickets to said one or more retailers.

14. (previously presented) A computer-implemented method for processing lottery sales data, comprising the steps of:

obtaining location information for a plurality of lottery retailers and a plurality of existing non-lottery retailers with a processor;

identifying on a map display displayed by a user terminal a location of at least one lottery retailer from said plurality of lottery retailers;

identifying on said map display lottery sales data respective to said at least one lottery retailer representative of lottery sales by said at least one lottery retailer for a selected period of time; and

identifying an indication of a location of at least one existing non-lottery retailer from said plurality of existing non-lottery retailers on said map display.

15. (original) The method of claim 14, wherein said lottery sales data represent lottery sales according to lottery game type.

16. (original) The method of claim 15, wherein said lottery sales data represent total sales for said selected time period of the types of lottery games sold by the respective lottery retailers.

17. (previously presented) The method of claim 14, further comprising the step of utilizing information discerned from said map display in making a retailer decision.

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18. (canceled)

19. (original) The method of claim 14, further comprising the step of identifying on said map display demographic data for a geographic region shown on said map display.

20. (original) The method of claim 19, wherein said demographic data include population data.

21. (original) The method of claim 19, wherein said demographic data include population income data.

22. (original) The method of claim 19, further comprising the step of, after identifying on said map display demographic data for a geographic region shown on said map display, utilizing information discerned from said map display in making a lottery game marketing decision.

23. (original) The method of claim 14, further comprising the step of identifying on said map display a street address for said at least one identified retailer.

24. (currently amended) A computer-implemented system for processing lottery sales data, comprising:

(a) means for assigning unique identifiers to a plurality of lottery retailers, said unique identifiers indicating types of lottery games sold by respective lottery retailers from said plurality of lottery retailers; and

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(b) means for identifying on a map display displayed by a user terminal using said unique identifiers respective locations of lottery retailers from said plurality of lottery retailers; and

(c) means for identifying on said map display an indication of a location of at least one existing non-lottery retailer.

25. (original) The system of claim 24, further comprising means for identifying on said map display lottery sales data for at least one identified retailer.

26. (original) The system of claim 25, wherein said lottery sales data represent total sales for a selected time period of the types of lottery games sold by the respective lottery retailers.

27. (canceled)

28. (currently amended) The system of claim 24 27, further comprising means for identifying on said map display demographic data for a geographic region shown on said map display.

29. (original) The system of claim 28, wherein said demographic data include population data, population income data or a combination thereof.

30. (original) The system of claim 24, further comprising means for identifying on said map display a street address for at least one identified retailer.

31. (original) The system of claim 24, further comprising the means for automatically generating travel data representing a trip at least one identified retailer.

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32. (original) The system of claim 31, wherein said travel data represent a travel route to said at least one identified retailer, travel distance, travel time, gas usage, overtime expenses or a combination thereof.

33. (previously presented) A computer-implemented system for processing lottery sales data, comprising:

- (a) means for identifying on a map display displayed by a user terminal a location of at least one lottery retailer from a plurality of lottery retailers;
- (b) means for identifying on said map display lottery sales data respective to said at least one lottery retailer representative of lottery sales by said at least one lottery retailer for a selected period of time; and
- (c) identifying an indication of a location of at least one existing non-lottery retailer on said map display.

34. (original) The system of claim 33, wherein said lottery sales data represent lottery sales according to lottery game type.

35. (original) The system of claim 34, wherein said lottery sales data represent total sales for said selected time period of the types of lottery games sold by the respective lottery retailers.

36. (canceled)

37. (original) The system of claim 33, further comprising means for identifying on said map display demographic data for a geographic region shown on said map display.

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38. (original) The system of claim 37, wherein said demographic data include population data.
39. (original) The system of claim 37, wherein said demographic data include population income data.
40. (original) The system of claim 33, further comprising means for identifying on said map display a street address for said at least one retailer.